

ORDER



Orders
Order / Rev: 722301
Alt Order #: 06373729
Product Desc: OBAMA SCHED A
Estimate: 2051
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 10/25/12 / 10/25/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/15/12	10/21/12	49	\$128,650.00	\$109,352.50
10/22/12	10/28/12	10	\$12,700.00	\$10,795.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	59	\$141,350.00	\$120,147.50	0.00
Totals	59	\$141,350.00	\$120,147.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	10/16/12	10/22/12	10-11a Let's Make a Deal	CM	10-11a	MTWTF--	:30	5	\$1,000.00	P-1	0.00	NM	5	\$5,000.00
LET'S MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	5		\$1,000.00		0.00						
2	WUSA	10/16/12	10/22/12	Price Is Right The Price is Right	CM	11a-12p	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	5		\$1,500.00		0.00						
3	WUSA	10/16/12	10/22/12	DT Daytime	CM	9a-3p (12:30 PM-3:00 PM)	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
SOAP ROT/THE TALK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	5		\$1,500.00		0.00						
4	WUSA	10/16/12	10/22/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
9 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	5		\$1,500.00		0.00						
5	WUSA	10/16/12	10/22/12	4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	5	\$1,200.00	P-1	0.00	NM	5	\$6,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	5		\$1,200.00		0.00						

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WUSA	10/16/12	10/22/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	5	\$1,200.00	P-1	0.00	NM	5	\$6,000.00
9 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	5		\$1,200.00		0.00						
7	WUSA	10/16/12	10/22/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
9 NEWS NOW @ 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	5		\$500.00		0.00						
8	WUSA	10/16/12	10/22/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
9 NEWS TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	5		\$1,500.00		0.00						
9	WUSA	10/16/12	10/22/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	5		\$300.00		0.00						
10	WUSA	10/19/12	10/19/12	Fri Prime C Blue Bloods	CM	10-11P	----F--	:30	1	\$14,000.00	P-1	0.00	NM	1	\$14,000.00
BLUE BLOODS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$14,000.00		0.00						
11	WUSA	10/20/12	10/20/12	Sa Game On Game On	CM	Sa 7-8p	-----S-	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
GAME ON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$850.00		0.00						
12	WUSA	10/21/12	10/21/12	NFL Football Game #1 NFL Football Game #1	CM	NFL Football Gam	-----S	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
RAVENS @ HOUSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$10,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WUSA	10/15/12-10/21/12		NFL Football Game #1	NFL Football Garr		-----Su	:30	\$10,000.00		0.00	NM			
13	WUSA	10/21/12	10/21/12	9 News @ 630p Sun 9 News @ 630PM Sunday	CM	630-7P	-----S	:30	1	\$900.00	P-2	0.00	NM	0	\$0.00
9 NEWS SUNDAY 630P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$900.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WUSA	10/15/12-10/21/12		9 News @ 630p Sun	630-7P		-----Su	:30	(\$900.00)		0.00	NM			
Credited															
14	WUSA	10/16/12	10/22/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MTWTFSS	:30	7	\$2,500.00	P-2	0.00	NM	7	\$17,500.00
9 NEWS NOW @ 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTFSS	7		\$2,500.00		0.00						
15	WUSA	10/16/12	10/16/12	Tue Prime C Vegas	CM	10-11P	-T-----	:30	1	\$14,000.00	P-1	0.00	NM	3	\$28,000.00
VEGAS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$14,000.00		0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	WUSA	10/16/12	10/16/12	Tue Prime C Vegas	CM	10-11P	-T-----	:30	1	\$14,000.00	P-1	0.00	NM	3	\$28,000.00
VEGAS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$14,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WUSA	10/15/12-10/21/12		Tue Prime C	10-11P		-T-----	:30	\$14,000.00	0.00	NM				
See MG 15.2,15.3,15.4															
2	WUSA	10/17/12-10/17/12		Wed Prime B	9-10P		--W-----	:30	\$10,000.00	0.00	NM				
Ⓜ MG for 17.1,15.1															
3	WUSA	10/18/12-10/18/12		Thu Prime A	8-9P		---Th----	:30	\$10,000.00	0.00	NM				
Ⓜ MG for 17.1,15.1															
4	WUSA	10/19/12-10/19/12		Fri Prime B	9-10P		-----F----	:30	\$8,000.00	0.00	NM				
Ⓜ MG for 17.1,15.1															
16	WUSA	10/16/12	10/16/12	Tue Prime A NCIS: Los Angeles	CM	8-9P	-T-----	:30	1	\$20,000.00	P-1	0.00	NM	1	\$20,000.00
NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$20,000.00		0.00						
17	WUSA	10/16/12	10/16/12	Tue Prime B NCIS: Los Angeles	CM	9-10P	-T-----	:30	1	\$14,000.00	P-2	0.00	NM	0	\$0.00
NCIS:LOS ANGELES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$14,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WUSA	10/15/12-10/21/12		Tue Prime B	9-10P		-T-----	:30	\$14,000.00	0.00	NM				
See MG 15.2,15.3,15.4															
													Totals	59	\$141,350.00